



# State of Nevada – Department Of Personnel

---

## CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
<b>CHIEF, CONSERVATION EDUCATION</b>	<b>40</b>	<b>A</b>	<b>1.739</b>

Under general direction of the Deputy Administrator, this class is assigned to plan, organize and direct the statewide Conservation Education and Public Affairs programs to produce and disseminate information regarding wildlife and boating and hunter safety to the public by means of radio, newspaper and television media.

Direct and participate in writing and editing news releases, bulletins, articles, correspondence and other written materials related to Division activities, special programs, and fish and wildlife issues and events; write scripts for interviews and edit original tapes; record and distribute radio programs.

Develop videos for news releases and public service announcements; record and edit tapes for airing; conduct live or pre-recorded interviews for radio and television; provide written information for television stations in preparation for regularly scheduled news segments and special coverage.

Serve as the primary spokesperson for the Division; identify critical issues and confer with agency administration to develop strategies in dealing with issues; prepare and present agency policies, position statements and commission policy drafts; respond to questions from media representatives and the public or refer to appropriate resource; research, interpret and provide information concerning agency regulations and policies.

Train, supervise and evaluate the performance of assigned personnel; review and modify work assignments; counsel and discipline staff as appropriate; participate in hiring and selection of new Conservation Education personnel; identify training needs and provide training as appropriate.

Develop and evaluate Conservation Education and Public Affairs program goals, objectives and methodology; review program status and establish or revise priorities; attend meetings and survey public opinion; research, plan and develop long-range policy and work plans; coordinate the efforts and activities of public educational programs to provide for public information, education and safety.

Develop the Bureau's annual and biennial budgets; review and prioritize budget requests; approve expenditures; review budget and accounting reports to ensure sound fiscal management; administer grants in accordance with grant requirements and investigate external funding sources.

Coordinate the operation of special programs; prepare audio visual programs for the Wildlife Commission and State Legislature; review and provide technical and journalistic expertise for agency publications such as brochures, bulletins, and special reports; provide services and materials to city, State and federal agencies; conduct contests and administer award programs.

Perform related duties as assigned.

\*\*\*\*\*

### MINIMUM QUALIFICATIONS

**EDUCATION AND EXPERIENCE:** Bachelor's degree from an accredited college or university in education, journalism, wildlife management, biology or closely related field and five years of progressively responsible professional experience in presenting and evaluating wildlife educational programs, writing news stories, preparing and presenting radio and television broadcasts, developing pamphlets, booklets or flyers, and at least two years of supervisory experience; **OR** an equivalent combination of education and experience.

**ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES** (required at time of application):

**Working knowledge of:** journalism and publications principles and practices; managerial and supervisory principles and practices; educational concepts and techniques used to provide instruction to children and adults; photographic principles; operation and maintenance of cameras, recording and video taping equipment. **General knowledge of:** budget development and administration; wildlife management practices and principles. **Ability to:** analyze legal documents, memoranda, cooperative agreements, Division policies and procedures, and State and federal regulations; negotiate and mediate issues to develop workable solutions to a problem; clearly articulate Division policies, projects, programs and activities during live and taped appearances on radio and television; operate professional video equipment to produce quality materials for broadcast; operate a microcomputer including word processing and graphics software; compose documents, memoranda, technical reports, correspondence and other written materials for publication; make oral presentations to groups to explain programs, policies and procedures of the Division; maintain cooperative and effective working relationships with media representatives, federal and State agencies, and the public; analyze situations, develop alternatives, implement solutions and evaluate results; supervise assigned staff; provide training necessary to accomplish the goals of the Bureau; establish goals and objectives and develop plans to accomplish them; prioritize and delegate work assignments; develop effective plans for implementation of statewide educational and public affairs programs.

**FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES** (typically acquired on the job):

**Detailed knowledge of:** Nevada Revised Statutes (Title 45 and Chapter 48), Nevada Administrative Code, and Wildlife Commission General Regulations; Division policies, procedures, goals and objectives. **Working knowledge of:** wildlife management principles, practices, laws and regulations; personnel rules and regulations; principles of supervision and training. **Ability to:** effectively develop short and long term solutions to problems.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

1.739

ESTABLISHED: 7/1/87-12P  
10/17/86PC  
REVISED: 7/1/97P  
6/4/96PC